

## **DCBID Marketing Department Activity, Week of 2/9/15**

### **M+A**

#### Website

- Agency & Client reviewed WAG's comments on the 1<sup>st</sup> Half Feedback. Agency transcribed notes onto WAG's Google.doc for implementation.
- Agency scheduling a Meeting between Client, Agency and WAG for final Go Forward strategy and schedule for next week.

#### CTO Video

- Agency forwarded new high res file to Vendor on 2/12 to replace the current intro aerial image.

#### CTO Booklet

- Incorporated new Copy Deck into layout, revising layout accordingly, adding copy header standards for better flow and quick, at-a-glance content recognition.
- Agency received additional revisions on 2/10 and submitted revised layout on 2/11.
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- Agency received final revisions and approval on 2/13 and prepared final mechanical artwork and coordinated messenger delivery of two DVDs to the printer on 2/13.

#### CTO Booklet (RUSH) Digital Version

- Agency received a RUSH request on 2/13 to print and deliver 100 CTO Brochures by Transportation Summit on 2/19.
- Agency successfully secured a quote and fulfilled the order and delivery of 100 Booklets to be printed digitally (without pocket) in time for the event.
- Proof to deliver to Client on 2/16 for immediate review and approval.
- Secured final Approval on Main Brochure and delivered Artwork on Disk to Vendor for printing.

#### CTO Banners

- Agency received a RUSH request on 2/13 to design and develop a new CTO Banner to be manufactured in time for the Transportation Summit on 2/19.
- Agency received Banner content and specs on 2/13, and will present Banner designs on 2/17.

#### CTO Downtown Map

- Agency secured a revised quote and timeline for a Map Insert to the CTO Booklet and forwarded to Client on 2.12 for review and approval.

#### CTO Postcard

- Per Client request, Agency secured and delivered a printing quote for a new CTO Postcard to be used as collateral at the Bisnow Silicon Beach Event. Client to supply content.

#### DCBID Wayfinding Signage

- Client reviewed Agency's feedback to Phase II Signing, requesting information on Phase I
- Agency is reviewing Phase I with an expected delivery of 2/15.

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### **DCBID Pens**

- Agency facilitated the return of the balance of the pen order to Client on 2/13.

### **DCBID Juror Guides**

- Agency received two new images from Client and incorporated into the layout.
- Agency received Client approval on 2/11 and submitted Artwork to vendor. Production is pending receipt of printer proof, due 2/17.

### **Nick Griffin Announcement Press Release**

- Upon receipt of background information, Agency drafted the initial draft of the Nick Griffin Release and submitted for approval on 2/11. Currently pending Client feedback and approval.

### **Downtowner's of Distinction Sponsorship**

- Agency sent reminder to Client on 2/12 of their Sponsorship of the annual Downtown News Event, inclusive of the required ad materials which will be due on 2/18.
- Artwork to follow that of the previous year, but in half-page format instead of full.

### **Annual Report**

- Agency working with marketing department to secure remaining outstanding content.